

MUSLIM CONSUMERS' PERCEPTION ABOUT DIVERSE MARKETING ADVERTISEMENT CHANNELS: A QUALITATIVE STUDY IN MALAYSIA

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Abstract: Marketers today bombard messages on consumers through diverse advertisement channels without recognizing what consumers actually perceive about them. The selection of advertisement channels depends primarily upon the needs, preferences, lifestyle, and culture of the target market. Considering religion an important aspect of culture, this qualitative research uses interviewing technique and ascertains perception of nine Malaysian Muslim consumers about various advertising channels. Using convenience sampling, it further probes reasons for liking and disliking a particular advertisement channel. Findings indicate that TV has been liked the most among majority respondents. Contrarily, random advertisement emails are found the most disliked advertisement channel. Furthermore likes and dislikes pertaining to eight advertisement channels (TV, FM radio, Magazine, Newspaper, Pamphlet, Web site banners and popups, Emails and Billboards) have been highlighted individually. This study will help marketers determine both effective and ineffective advertisement channels in order to attract and retain Muslim consumers. Comparison of diversified channels will help managers discern the channel that Muslim consumers liked and disliked the most which will subsequently help in decision making.

Keyword: Consumer, Advertisement, Channels, Decision Making.

1.0 INTRODUCTION

Consumers are bombarded with diverse advertisement channels by the marketers. Little research has been carried out to know what consumers perceive about all these advertisement channels. This study

aims to seek Muslim consumers' perception about eight different advertisement channels. It will help find out what Muslim consumers like and dislike about these channels. Their suggestions for improvement will also be stated. Furthermore this study will report which advertising channel is liked and disliked the most and why.

Diverse advertisement channels have been studied separately in the past. A study was done related to banner advertisements with an advertising perspective (Dahlen, 2001). Another study was conducted with reference to email advertising (Zia, 2009). TV as an advertising medium in relation to internet age has been reported (Anwar, 2012). Furthermore, a study on FM radio advertisements has been conducted with reference to long and short advertisements (Allan, 2011). Similar research on the magazine (Kaiser & Song, 2009), billboards (Wallace, 2003), pamphlet versus internet (Noia, Schwinn, Dastur, & Schinke, 2003) has also been conducted.

A limited number of studies have been reported that have discussed more than three advertisement channels under one umbrella. Within the Malaysian context there is a need to study perception of Muslim consumers, being the largest part of its population. This study aims to fill this gap with seven advertisement channels in addition to the internet.

The purpose of this study is to identify the perception of Muslim consumers towards these channels. Non-personal communication channels namely print media (newspaper, magazine and pamphlets), broadcast media (TV and FM radio), online media (website ads and emails) and display media (billboards) have been included (Armstrong, Harker, Kotler, & Brennan, 2009). Main research questions for this study are: What are Muslim consumers' perception (like, dislike and suggestions) about each of the eight advertisement channels? Which advertisement channel do the Muslim consumers like the most and why? What advertisement channel do Muslim consumers dislike the most and why?

This study is important for marketers who are using diverse advertisement channels to retain existing and attract potential consumers. Muslim consumers' perception about eight advertisement channels will help them figure out both effective and ineffective advertisement channels. Furthermore, this study will contribute a comprehensive knowledge and perception about eight advertisement channels.

2.0 LITERATURE REVIEW

Advertising is a type of communication tool used for marketing purposes. It helps to convey product updates to existing as well as potential consumers. Kara (2006) indicates that advertising is an important medium or channel that helps in keeping people up-to-date with latest products and services. It also helps in convincing potential consumers to try company's product or service.

Communication with potential and existing consumers is carried through a range of media (Bovee & Arens, 1992). Diverse mediums or channels include for example billboards, television, radio, internet and email. These communication mediums carry messages for intended recipients (Yee, 2011). Communicators, companies for instance should select among two broad kinds of communication channels i.e. personal and non-personal. Personal communication channels (face to face communication for instance) are those in which two or more persons directly interact with each other. However non-personal communication channels (focus of this study) do not contain personal contact or feedback (Armstrong et al., 2009). Bovee & Arens (1992) explained advertising as a non-personal communication channel. It contains persuading message about products and services.

Non-personal communication channels have been divided further into three parts namely major media, atmosphere and events. Major media being focus of this research comprises print media (newspaper, magazine and pamphlet), broadcast media (radio, television, FM radio), online media (website, email) and display media i.e. billboards (Armstrong et al., 2009). The choice of communication channels to convey messages from companies to consumers is important yet it is one way communication. It is also necessary to get feedback from consumers. Fundamentally feedback is the response that the sender gets from the receiver. It helps sender understand whether the message has been received as well as understood (Lunenborg, 2010).

Consumers' attitude and perception, in researcher's opinion may explain feedback of consumers about advertising or advertisement channels. Attitude towards advertising has been regarded as consumer behavior towards advertising (Bauer et al., 1968). Consumers' favorable or unfavorable response towards an advertisement also shows consumer behavior towards advertising (MacKenzie & Lutz, 1989). Advertisement perception is a combination of consumer

perceptions that are triggered by an advertisement. However, it contains beliefs with reference to ad and not the brand (Lutz, MacKenzie, & Belch, 1983).

To gain favorable response from consumers for a long period of time, companies spend huge amount of money on advertising. A study has revealed that spending on advertising is vital for consumers' retention (Ha, John, Janda, & Muthaly, 2011). Another study indicated that the more the retailers spend on advertising the more their product sale will increase. It means advertising has a significant effect on sales which eventually contributes to profits (Yee, 2011). In a study by Kanso and Nelson (2007), advertising expenditure from 1997 to 2007 was analyzed. Advertising expenditure in year 1997 was \$401.2 billion which increased up to \$602 billion in 2006 (Kanso & Nelson, 2007).

Narrowing down to Malaysian perspective, it has been reported that in the year 2006, Malaysia was 10th most competitive nation among 30 countries in the world (Yakcop, 2006). Malaysian advertising expenditure from the year 2007 to 2008 increased overall by 12.7% (TheReport:Malaysia, 2008). A report has revealed that Malaysian advertising industry increased by 15.8% in the year 2010 in comparison with the percentage figure in 2009 (Nielson, 2011).

2.1 Online Media (Website ads, Emails)

Online media constitutes websites and emails (Armstrong et al., 2009). It is common that internet and email has become integral part of workplace and homes throughout the world (Barwise & Strong, 2002). It has also been reported that fastest advertising medium today is World Wide Web (Ha, 2008). Definition for online advertising has been proposed as "deliberate messages placed on third-party websites including search engines and directories available through internet access". However this definition does not include emails (Ha, 2008). It has been indicated that internet has capabilities and potential. It can help goal-oriented consumers by providing internet-based directional advertising (Wang, Zhang, Choi, & Eredita, 2002).

Apart from popularity of internet as an advertising medium, it has also been reported losing its effectiveness. In a study, internet has been compared with TV and print and found less effective (Dijkstra, Buijtel, & van Raaij, 2005). Website banner advertisements have been reported less effective as the experience of the web users increases (Dahlen, 2001). It has been indicated that consumers try to avoid web-based advertising because of interruption like pop-ups (Zia, 2009).

Emails are also being used for advertising purposes however email advertising has its own problems. Danaher & Rossiter (2011) indicate that e-mail marketing communication is mostly used among business receivers as compared to consumers. Consumers are found less attractive to marketing offers because they are more towards traditional media for example TV (Danaher & Rossiter, 2011). There may be many possible reasons why consumers do not pay much attention to email marketing. A study in India has revealed that message content (within email) has an impact on attitude towards advertising via emails. It means that advertising message has an important role in consumers' attitude towards advertising. It further elaborates in its findings that irritation has a negative influence on value of email advertising (Zia, 2009). Kroeber-Riel and Weinberg (2003) has defined irritation as the phenomenon in which consumers do not accept ads when they feel that their privacies are being compromised (Kroeber-Riel & Weinberg, 2003) as cited in (Zia, 2009).

Spam emails are also another reason why people avoid email advertisements. Spam is an email message sent to one did not ask for. Spam is also called as "unsolicited" and "bulk" (Schryen, 2007). A study in the year 2006 indicated that half of all the flowing emails are spam (González-Talaván, 2006). Spam emails are considered even more than simply annoyance. They are also an economic damage (Schryen, 2007).

2.2 Broadcast Media (TV, Radio)

Broadcast media contains TV and radio (Armstrong et al., 2009). TV and radio are considered among traditional advertising channels. It has been reported that even though the use of internet has been widespread yet tradition channels have maintained their position in terms of trust and reliability (Danaher & Rossiter, 2011). In 2007, a survey report in Australia revealed that 32% of its respondents preferred TV as medium for advertising whereas 23% respondents chose postal mail followed by 14% respondents who preferred internet and 10% who supported newspapers (Eaton, 2007).

McKenzie-Minifie (2006) state that in New Zealand 46 per cent people (14 to 30 years old) choose TV as an advertising channel or medium whereas only 5 per cent preferred online and 2 per cent supported SMS (McKenzie-Minifie, 2006). Another study supported the fact that TV advertising campaigns are superior in terms of

delivery medium. It may be because many senses are simultaneously involved (Dijkstra et al., 2005). Contrary to what has been reported earlier, another study reveals that consumers now a days spend more time online rather than watching television (Truong, McColl, & Kitchen, 2010). Similarly Anwar (2012) states that TV is considered the most preferred channel for advertisements but slowly people are moving towards online and social network sources (Anwar, 2012)

FM Radio is also one of the advertisement channels. However limited number of studies has been reported with reference to FM advertisements. Allan (2011) analyzed 2-second radio commercial with 60-second commercial for a particular famous product. Results exhibit that choosing one of them may not be an optimum choice. If 2-second commercial is chosen only, then due to limited time people may not pay attention. If 60-second radio commercial is chosen then there is a risk of boredom due to longer time. Thus, a combination of 2-second and 60-second radio commercial has been considered effective (Allan, 2011).

Recently an experimental study was conducted on undergraduate students. It has been found that verbal smell reference in a radio advertisement significantly impacts the potential consumers ability to almost smell and taste the advertised product (Davis, Magnini, Weaver, & McGehee, 2012). There is a need to investigate further consumers' perception about radio advertisements. Thus, current study aims to see consumers' perception about FM radio among other advertisement channels.

2.3 Print Media (Magazine, Pamphlet, Newspaper)

Print media has been classified into magazine, pamphlet and newspaper (Armstrong et al., 2009). Jacoby, Hoyer and Zimmer (1983) indicated that print media was better as compared to TV and audio material as far as advertisement is concerned (Jacoby, Hoyer, & Zimmer, 1983). Another study revealed that print and internet media will be effective if there is a high product involvement. Television is found influential when consumers have low product involvement (Dijkstra et al., 2005). It is reported that new media technologies are not always preferred as compared to traditional media for example print. It is found that printed workbook was found more useful as compared to internet websites regarding increasing physical activity intention and behavior (Marks et al., 2006).

A study was done in Germany regarding magazine advertising likes and dislikes. It was observed and reported that between year 1992 and 2004 readers liked the magazine advertising. In fact magazine advertising has been appreciated by the readers (Kaiser & Song, 2009). Recently Launder (2013) highlighted the increasing success of magazine articles in US. It has been indicated that food magazines are regaining their popularity. Reason for success is not only food recipes but also lifestyle approach, celebrity chefs and travel (Launder, 2013).

Newspapers are another medium for advertising. A study conducted in US observed the relationship between newspaper expenditure and GDP from 1950 to 2005. It has been highlighted that the relationship between GDP and newspaper expenditure is decreasing. Despite the current growth in newspaper advertising industry it has been predicted that expenditure for newspaper will decline in future (Picard, 2008). Recently another study in US has found that print advertising expenditure has been decreasing from year 2007 to 2011. It has also been highlighted that the reason for decrease in print advertising expenditure is an attraction towards online advertising (Sridhar & Sriram, 2013). However in Malaysian context, newspaper expenditure has been the highest. In 2010, Unilever has been the top advertiser followed by Procter & Gamble and Celcom (Nielson, 2011). In author's opinion with this growth in newspaper expenditure in Malaysia there is a need to know what consumers perceive about newspapers as an advertising medium.

Pamphlet is also one of the advertising channels. A study compared internet, CD and pamphlet as means for publicizing drug abuse prevention programs. Pamphlets were found the least effective in terms of accessibility, self-efficacy and behavioral intention (Noia et al., 2003). Limited information has been reported regarding consumers perceive about pamphlets as an advertisement channel. Present study aims to fill that gap among other objectives.

2.4 Display Media (Billboards)

Display media consists of billboards that is also one of the most commonly used non-personal communication channels (Armstrong et al., 2009). Apart from being a medium to convey advertising message to existing as well as potential consumers, billboards are criticized as well. Wallace (2003) stated that there exists a risk of accidents due to drivers' attention towards billboards advertisements (Wallace, 2003). In another study it was revealed that roadside advertising e.g.

billboards have negative effects on drivers' attention. It further advises to be careful when allowing or placing roadside advertising (Young et al., 2009).

Recently in a simulation experiment study was done the effects of billboards on drivers while driving. Inexperienced and old drivers were included. It was found that drivers' attention was distracted due to billboards. Their time of response for road sign also increased. In addition driving errors were also found (Edquist, Horberry, Hosking, & Johnston, 2011).

Distraction is not limited to the billboards on roads only. In another study, street level advertisements and road level advertisements were analyzed with respect to the attention being held for longer time. It was found that street level advertisements hold attention for longer time as compared to road level advertisements (Crundall, Van Loon, & Underwood, 2006). Apart from drivers billboards sometimes create problems for people who are living near them. A study in USA indicated that citizens of a particular area are willing to pay for removal of billboards. The reason is because billboards are hurdles to scenic mountain view comforts (Groothuis, Groothuis, & Whitehead, 2007).

3.0 METHOD

The focus of study was to seek Muslim consumers' perception. Three universities namely UIA, UPM and UKM were visited. Using convenience sampling (Marshall, 1996), a total of nine undergraduate Muslim students were requested for the interview. Time and place were selected by the respondents themselves. The respondents were interviewed with an average time of twenty five minutes each.

Approximate time for the interview was conveyed to the respondents beforehand to which all of them agreed. At the start of the interview, each respondent was told about the purpose of the study. They were also asked to allow the researcher audio taped interviews to which all of them agreed. It was also conveyed that information provided by them will only be used for academic purposes. To make their identity anonymous, only the first letter of their names were asked. Some other personal questions like occupation and age were inquired.

Nature of interviews was open ended. Yet there were few main questions to start with. These questions were related to the views participants had about each of the marketing advertisement channels,

likes and dislikes about each advertisement channel and suggestion for further improvements. At the end respondents were shown the list of eight advertisement channels and were asked to decide their most liked and disliked advertisement channel. Probing technique was used to understand respondents' statements, views and opinions.

Purpose of investigating each of the channels was twofold. Firstly to find out what Muslim consumers perceive about each advertising channel. Secondly, individual advertisement channels, with their responses were consolidated into print media (Newspaper, Magazine, Pamphlets), Broadcast media (TV, Radio), Display media (Billboards) and Online media (Website ads, Emails) as elaborated in the book (Armstrong et al., 2009). It was investigated which media is liked the most. Similarly it was analyzed which media is least liked among them. Note taking was also done by the researcher for the purpose of getting everything pinned down. Later on these notes were also added to the transcription. NVIVO 8 was used for the transcription purposes. Later on it was transferred to MS Word for the purpose of tabulating, making discourse units, coding and finally extracting themes.

3.3 Analysis

Data analysis was done in three rounds. In the first round audio taped interviews from first three interviewees (represented by R1, R2, R3) were transcribed using NVIVO 8 software. After the transcription was done, data was copy-pasted into Microsoft Word program. It helped in tabulating the transcribed data. Response of first three interviewees was grouped separately against each advertisement channel. Transcribed data were read many times. Main ideas from the response were extracted for all eight advertisement channels. Frequency of words, similarities and differences (among first three interviewees) helped in extracting themes.

In the second round, next three interviews were considered. These three interviewees were represented by R4, R5, and R6. Same procedure with more probing was applied and response of all three interviewees was grouped together against each advertisement channel. Again transcribed data was read many times. It was observed that many themes extracted from first round also emerged in the second round. However there were some differences too.

In the third round, last three interviews were taken into account. Same procedures for these interviewees (R7, R8, R9) were followed.

At the end themes emerged from the response of all nine interviewees were analyzed against each of the eight advertisement channels.

4.0 RESULTS

Interviewees were nine in total. All were students who belonged to different Malaysian government universities. Out of these nine students, four interviewees were male and five were female. The main questions that were asked during the interview were; what is your perception, likes, dislikes and suggestions about eight advertisement channels? Which advertisement channel do you like the most and why? Which advertisement channel do you dislike the most and why? Following are the perceptions about each advertisement channel grouped under four media types (Online media, Broadcast media, Print media and Display media).

4.1 Perceptions of Interviewees about Online Media (Website ads, Emails)

4.1.1 Website ads (banners and popups)

All nine interviewees reported that they browsed the internet. Eight out of nine interviewees said that while browsing they did not pay attention to website ads (banners and pop-ups). They did not pay attention due to the risk that it might be scam or virus. They also had the feeling that website banners and popups are irritating, disturbing and distracting. Their comments were:

R1 said "...It is hard for me to pay attention because a lot these advertisements are essentially spams."

R4 said "...It is troublesome."

R2 said "You know when we click on these banners then we may be a victim of scams."

R7 said "Because it distracts my focus. You are working on something and then suddenly something appears like pop ups. So it irritates."

One respondent i.e. R5 although described that these advertisements are annoying and irritating yet sometimes she seemed to pay attention. Her comment included:

"Sometimes yeah...if it is interesting and appealing for me, then it's ok. I will click on it."

4.1.2 Emails (Random advertisement emails)

Perception about emails (random advertisement emails) was also analyzed. Results indicate that all nine interviewees disliked random emails. Some of the respondents considered these emails

spams, scam and very disturbing. Others described them as annoying, wastage of time, irritating and fake. A few comments are:

R1 said "Those random emails that I usually get so far emerge from the companies that I have never heard of. Even those emails are mostly spam. And even those emails are straight away directed to my spam folder."

R5 said "It is really irritating. It is annoying to get so much....hmm like when you open your inbox there will be hundreds and thousands of such emails which you need to delete all....."

R6 said "...I receive but never open it. I think it is wasting my time." She also said "It is not a good way to advertise."

R7 said "I do not read them at all. I just delete them. I mark and delete them".

Three interviewees (R1, R3 and R8) said that they had used the option of automatic spam folder. This option helped them move those random emails to spam folder every time they receive one. Rest six interviewees click and delete these emails.

4.2 Perceptions of Interviewees about Broadcast Media (TV, FM Radio)

4.2.1 Television

All nine interviewees agreed that they watched TV. Most of them watch movies, drama, documentaries and reality shows. Most of the interviewees said that they liked ads that are eye catching, unique, interesting, and creative. Comments include:

R2 said "aahhhh...it depends on how the advertisement is..if like the advertisement is unique or eye catching, I would like to watch even again and again."

R4 said "Because of their level of creativity, English dramas tend to be more professional and nice."

R5 said "If it is interesting and ambiguous, I like to watch it."

R6 said "ahhh like advertisement...I feel interesting. Sometimes McDonald, FC...they are interesting...."

R8 said "Creative ads are nice to watch."

There were few interviewees who disliked TV advertisements when they are many. Their comments include:

R7 said "hmm no but there are some other channels like TV3 where break is too long and drama is so small. So we eat something or I just change the channel."

R4 said "Local channels give extensive advertisements. That is what I dislike."

R2 said "If it's like very long and boring, I change the channel and watch something else."

Three interviewees disliked advertisements on TV. They argued that the advertisements are not accurate. Their comments include:

R1 said "some advertisements are not true and exaggeration is there."

R3 said "hmm I think I am not much interested in those advertisements. Because I think it's not more accurate than internet."

R6 said "sometimes advertisements what they mention actually is not the fact. They just point out the advantages and hide the disadvantages."

4.2.2 FM Radio

Response related to FM radio as an advertisement channel was analyzed. All nine interviewees agreed that they listened to the radio. Eight out of nine interviewees said that they listened to radio for songs. Only one interviewee i.e. R7 said that she listened to radio for religious talks.

Interviewees said that they liked FM advertisements because they were informative, gave information about job and education fair, current issues, gadgets information, and religious information. Few interviewees said that FM advertisements were annoying, noisy, countless, irritating, boring and not trust worthy. Their comments include:

R1 said "ahh I honestly think that advertisements in radio are annoying. Because I think they promote some products which are not much popular but even the dialogues that they advertise with are sometimes unrelated, unappealing."

R3 said "can trust only if I look at the product."

R9 said "Mmm these advertisements are noisy. They have strange sort of irritating sound which I dislike so I ignore them."

Some interviewees did not like many advertisements during the breaks. Their comments include:

R2 said "FM is being crowded with advertisements rather than being concentrated to songs and they should reduce it."

R4 said "If they are like too many advertisements...they bore people...it is providing too many advertisements and less songs."

R7 said "sometimes they put a lot of advertisements which I do not like." In addition she also quoted her dad who said "it is not a radio station it is an advertisement station."

4.3 Perceptions of Interviewees about Print Media (Magazine, Pamphlet, Newspaper)

4.3.1 Magazine

Results revealed that interviewees did not give much of their time to read magazines in the first place. Few comments included:

R3 said "I can find in my university. But I am no very fond of reading magazines."

R1 said "ahh I really do not read them..."

Only one interviewee (R5) said that she read magazines once or twice a week but she read it completely. Her comment included:

She said "ahhh depends...normally magazines. I read them fully. Takes some time."

Despite giving less time to magazines, most of the interviewees liked magazine advertisements. They seemed to like the colors and paper quality of the magazines. Their comments included:

R4 said "ahhh yes magazines are better than newspaper" When she was asked the reason she replied "More colourful advertisements we can see in magazines."

R8 said "First of all the page quality of magazine is way better than newspaper. Secondly they are colourful"

Three out of nine interviewees, R3, R7, and R8 said that they disliked one page advertisement.

R3 said "these other magazines....they put advertisements on one page but the readers' digest put it alongside the stories"

R7 said "They always put advertisement below the main page. I like small advertisements."

R8 said "Sometimes they give one page advertisements. I do not like them."

However, R6 and R9 said that full page advertisements in magazines attracted them. Their comments are:

R6 said "No I do not pay attention to them unless it is very big and on the complete page."

R9 said "I like big size ads. You know sometimes they give half page or full page ads. They are nice."

Types of magazines liked by interviewees were related to fashion, beauty, gadgets and National Geographic, Economist and Times magazines etc. One male interviewee (R1) said that there were very little advertisements about guys as compared to girls. This is the

reason he does not pay attention to magazine advertisements. His comment included:

R1 said “ahhh it is hard to notice them because those advertisement are mostly related to females.”

4.3.2 Pamphlet

With reference to pamphlets, seven out of nine interviewees described that pamphlets were okay and they pay attention to them. Remaining two interviewees (R3 and R6) said that they did not pay attention to pamphlets. Their comments included:

R3 said “If I look any promoter ahead, I would choose another way”. When he was asked the reason, he replied “Because I think they will try to stop you. They will try to trap you”.

Majority interviewees liked colourful pamphlets. Few interviewees said that liked beauty and gadget pamphlets. Two out of nine interviewees i.e. R5 and R7 criticized promoters who forcefully gave them pamphlets. Their comments included:

R5 said “...there is some sales person giving you those pamphlets....they will be like forcefully giving you...”

R7 said she disliked “When promoters forcefully give that pamphlet which you do not want in the first place...”

4.3.3 Newspaper

About newspapers, all nine interviewees said that they read newspapers. However time that is normally given for reading newspapers was different. Purpose of reading newspapers for most of the interviewees was to know about top news, world news and country news. Few also liked to read sports and entertainment news. Types of ads interviewees were interested were beauty, fashion, food, gadget and jobs. Four out of nine interviewees liked colorful, catchy and attractive advertisements in the newspaper. Their comments include:

R2 said “they are really colourful and when we look at it...we feel like we wana keep it. They are catchy and they attract you to read.”

R3 said “I look through but if something catches my attention then I will read that advertisement especially they have colours...”

R7 said “Ahhh if that advertisement is attractive, I would really look into that. They are eye catching.”

R9 said “Ahh colourful ads are more attractive to me.”

Three interviewees (R4, R7 and R9) liked one page advertisement in newspapers. R2 and R3 liked newspaper

advertisements to be mixed within the pages whereas R1 and R8 liked advertisements in a separate section. R5 showed interest in job advertisements and R6 was not at all interested in newspaper advertisements.

4.4 Perceptions of Interviewees about Display Media (Billboards)

Almost all the interviewees said that they paid attention to billboards. Some interviewees described that they liked colourful, attractive, creative, picture billboards. Few comments include:

R3 said "I like colourful and attractive billboards."

R9 said "Mm well billboards that have colourful images....yeah colour ones attract me. Black and white or very simple billboards---I think nobody would pay attention to them."

R1 said "I think picture convey the whole message."

R4 said "If they are creative enough then it is quite hard to miss those billboards. No matter which product it is."

Majority interviewees disliked wordy billboards. Their comments include:

R2 said "No I do not think messages should be there. Pictures can convey better message than words."

R3 said "I do not like billboards that have a lot of words. Because I do not have much time to read while going so fast."

R8 said "I do not like so many words on billboards. Mmmm because it is hard to read all of it."

R9 said "Mmm another thing is that people might not have time to read while passing on the road."

Another important issue that was raised by interviewees was distraction due to billboards while driving. Four out of nine respondents said that billboards distracted them while driving. Their comments include:

R3 said "Ahh yeah sometimes I cannot focus on driving when I look at billboards."

R4 said "Yes billboards deviate my focus sometimes."

Four interviewees claimed that billboards did not distract them while driving. Their comments are:

R1 said "ahhh no [distraction] if the billboard is big then there would be no problem to look at it from a distance."

R7 said "Yeah I see billboards but ahh I do not think they distract me."

Only one interviewee (R5) could not respond she did not have driving license yet.

4.5 Most liked and disliked advertising channel

4.5.1 Most Liked

One of the main questions was: What advertisement channel you like the most and what do you dislike the most? TV was found to be the most liked advertising channels. Five out of nine respondents preferred TV as advertising channel. They said that TV advertisements were amazing, live and sensational.

Those who liked TV the most, their comments include:

R1 said "...still TV is my favourite. I sometimes feel amazed how they advertise in a good way."

R4 said "Because it is animation, live that is why I like TV."

R6 said "Because if you put advertisement on so that everyone can watch it even kids, children all people can watch that."

TV was followed by newspaper, magazine and billboards respectively.

4.5.2 Most Disliked

Advertising channel which was disliked the most was email. Five out of nine interviewees said that they disliked email the most as an advertising channel. They said that random advertising emails are irritating, so many in number and spam. Their comments include:

R3 said "aahhhh Email.. Yeah I think worst is email. Because I do not like people to send me huge number of emails because I do not prefer this way."

R5 said "Sometimes I need to cancel my account just because of too many messages. I just get too much irritated when I need to go and delete page by page"

Email was followed by website advertisements and FM radio respectively.

5.0 CONCLUSION

Although the trend towards using websites and emails has been increasing but they are not much liked by Muslim consumers as far as advertising is concerned. Results exhibit that almost all the interviewees browse internet. However they do not pay attention to website advertisements (banners and pop-ups) and random emails. They have considered them as spam.

Almost all the interviewees liked TV due to its eye catchy, unique, interesting and creative advertisements. Only two interviewees

have not liked TV advertisements. They argued that TV advertisements were sometimes more than enough, exaggerated and not accurate. Apart from TV, all the interviewees said that they listened to FM radio. Interviewees who liked FM radio advertisements were interested in ads related to gadgets, jobs and education fair, current issues and religious information. Those who disliked radio advertisements said that these advertisements were annoying, noisy, irritating, not trustworthy (absence of the product visually) and sometimes more than enough.

The findings of this study indicate that not much time is given by interviewees to read magazines yet quality of paper, colorful and attractive advertisements in magazines are perceived as better than newspapers. This does not mean that newspapers are out of the picture. This study reveals that people still like newspapers for beauty, fashion, food and gadgets information. Newspaper has also been liked by interviewees due to its catchy, attractive, and colourful advertisements. However the opinions about advertisements whether they should be one page, within pages or in a separate section are mixed. Pamphlets due to their colours have also been liked. However one critical point about pamphlets was discouraged by few interviewees. It is the forceful way of giving pamphlets to people.

It was agreed by almost all interviewees that they paid attention to billboards. Colourful, attractive, creative and especially picture/image billboards were liked. However wordy billboards were disliked. Distraction due to billboards while driving was responded positively by four interviewees. Another four interviewees said billboards did not distract them while driving. One interviewee could not respond because she did not have driving license yet.

Lastly TV (as an advertisement channel) was most liked by majority interviewees. They claimed that TV advertisements were amazing, live and sensational. TV was followed by newspaper, magazine and billboards respectively.

Emails (random advertisement emails) were disliked the most by majority interviewees. They claimed that emails were annoying, irritating, disturbing and wastage of time. Email was followed by website advertisements and FM radio respectively.



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